

## ORDER



**Orders**  
**Order / Rev:** 64558  
**Alt Order #:** 09838210  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 2019  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 10/09/12 / 10/09/12  
**Order Type:** CIA - O

## CBS 47

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Greer Margolis Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** Presidential Elections  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:00:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	63	\$17,865.00	\$15,185.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	63	\$17,865.00	\$15,185.25	0.00
<b>Totals</b>	<b>63</b>	<b>\$17,865.00</b>	<b>\$15,185.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
CBS 47	20%	\$17,865.00
Market	100%	\$89,325.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	80%	\$71,460.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	0%	\$0.00
WTLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTEV	10/09/12	10/15/12	Action News @ 6a Action News @ 6a	CM	6:00 AM-6:30 AM	MTWTF--	:30	3	\$40.00	P-3	0.00	NM	3	\$120.00
ACTION NEWS @ 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			3			\$40.00		0.00			
2	WTEV	10/09/12	10/15/12	Action News @ 5a Action News @ 5a	CM	5:00 AM-5:30 AM	MTWTF--	:30	3	\$20.00	P-3	0.00	NM	3	\$60.00
ACTION NEWS @ 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			3			\$20.00		0.00			



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WTEV	10/09/12	10/15/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
ACTION NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$200.00		0.00			
15	WTEV	10/09/12	10/15/12	CBS Evening News CBS Evening News	CM	6:30 PM-7:00 PM	MTWTF--	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
CBS EVENING NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$300.00		0.00			
16	WTEV	10/13/12	10/13/12	Sa Action News @ 6p Sa Action News @ 6p	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
ACTION NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$225.00		0.00			
17	WTEV	10/14/12	10/14/12	Su Action News @ 630p Su Action News @ 630p	CM	6:30 PM-7:00 PM	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
ACTION NEWS @ 630P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$100.00		0.00			
18	WTEV	10/09/12	10/15/12	M-F 7p M-F 7p	CM	7:00 PM-7:30 PM	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$200.00		0.00			
19	WTEV	10/09/12	10/15/12	M-F 730p M-F 730p	CM	7:30 PM-8:00 PM	MTWTF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
TWO AND A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$250.00		0.00			
20	WTEV	10/13/12	10/13/12	Sa Action News @ 7p Sa Action News @ 7p	CM	7:00 PM-8:00 PM	-----S-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
TWO AND A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$225.00		0.00			
21	WTEV	10/09/12	10/15/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:35 PM	MTWTF--	:30	3	\$220.00	P-3	0.00	NM	3	\$660.00
ACTION NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					3	\$220.00		0.00			
22	WTEV	10/09/12	10/15/12	Letterman Letterman	CM	11:35 PM-12:35 AM	MTWTF--	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$80.00		0.00			
23	WTEV	10/09/12	10/15/12	Late Late Show Late Late Show	CM	12:35 AM-1:35 AM	MTWTF--	:30	2	\$20.00	P-3	0.00	NM	2	\$40.00
FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$20.00		0.00			
24	WTEV	10/13/12	10/13/12	Sa 1135p-1205a Sa 1135p-1205a	CM	11:35 PM-12:05 AM	-----S-	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
TWO AND A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$60.00		0.00			
25	WTEV	10/14/12	10/14/12	Su Action News @ 11p Su Action News @ 11p	CM	11:00 PM-11:35 PM	-----S	:30	1	\$220.00	P-3	0.00	NM	1	\$220.00
ACTION NEWS @ 11/SPORTS360															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$220.00		0.00			
26	WTEV	10/14/12	10/14/12		CM	11:35 PM-12:05 AM	-----S	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Su 1135p-1205a											
				Su 1135p-1205a											
				TWO AND A HALF MEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$75.00		0.00			
28	WTEV	10/10/12	10/10/12	Wed Reg 2	CM	9:00 PM-10:00 PM	--W----	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
				Wed Reg 2											
				CRIMINAL MINDS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----					1	\$1,700.00		0.00			
29	WTEV	10/12/12	10/12/12	Fri Reg 2	CM	9:00 PM-10:00 PM	---F--	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
				Fri Reg 2											
				BIG BROTHER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--					2	\$1,000.00		0.00			
30	WTEV	10/14/12	10/14/12	Sun Reg 2	CM	8:00 PM-9:00 PM	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				Sun Reg 2											
				THE AMAZING RACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$1,800.00		0.00			
31	WTEV	10/14/12	10/14/12	Sun Reg 4	CM	10:00 PM-11:00 PM	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Sun Reg 4											
				THE MENTALIST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$800.00		0.00			
32	WTEV	10/14/12	10/14/12	4p Doubleheader	CM	4:15 PM-7:00 PM	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				4p Doubleheader											
				FACING FLORIDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$1,800.00		0.00			
33	WTEV	10/15/12	10/15/12	M-F 7p	CM	7:00 PM-7:30 PM	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				M-F 7p											
				JAGUARS ALL ACCESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----					1	\$1,800.00		0.00			
													Totals	63	\$17,865.00